

Subject: Re: HOT: Out-Of-Cycle ERB Request: 1454299884 NVIDIA GeForce NOW
From: "Trystan Kosmynka" [REDACTED] >
Received(Date): Mon, 19 Aug 2019 23:00:11 +0000
To: "Phil Schiller" [REDACTED] >, "Sean Cameron" [REDACTED] >, "Doug Vetter" [REDACTED] >
Cc: "C.K. Haun" [REDACTED] >, "Matt Fischer" [REDACTED] >, "Ron Okamoto" [REDACTED] >, "Toby Paterson" <[REDACTED]>, "Eddy Cue" [REDACTED] >, "Brian Croll" [REDACTED] >, "Greg (Joz) Joswiak" <[REDACTED]>, "Andreas Wendker" [REDACTED] >
Date: Mon, 19 Aug 2019 23:00:11 +0000

Privileged and Confidential

Yes, it was an unfortunate error. We will reject the app now and let the developer know that they can do this on safari and submit individual games. Thanks for the feedback.

On Aug 19, 2019, at 3:58 PM, Philip Schiller <[REDACTED]> wrote:

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It sounds like this was a mistake, it should be rejected.

The developer can provide this to users in Safari and can ship individual games on the App Store that the users signs in to (even if they use cloud computing backend to run each)

On Aug 19, 2019, at 3:18 PM, Trystan Kosmynka <[REDACTED]> wrote:

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Requesting an out-of-cycle review for **1454299884 NVIDIA GeForce NOW**. This is a cloud gaming platform from NVIDIA. This app was erroneously approved without escalation and currently in Pending Developer Release. Recommendation is to hide the app now (before it goes live) and let the developer know the app does not comply 4.2.7.

. 4.2.7 Remote Desktop Clients: If your remote desktop app acts as a mirror of specific software or services rather than a generic mirror of the host device, it must comply with the following:

- * (a) The app must only connect to a user-owned host device that is a personal computer or dedicated game console owned by the user, and both the host device and client must be connected on a local and LAN-based network.
- * (b) Any software or services appearing in the client are fully executed on the host device, rendered on the screen of the host device, and may not use APIs or platform features beyond what is required to stream the Remote Desktop.
- * (c) All account creation and management must be initiated from the host device.
- * (d) The UI appearing on the client does not resemble an iOS or App Store view, does not provide a store-like interface, or include the ability to browse, select, or

purchase software not already owned or licensed by the user. For the sake of clarity, transactions taking place within mirrored software do not need to use in-app purchase, provided the transactions are processed on the host device.

- * (e) Thin clients for cloud-based apps are not appropriate for the App Store.

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App Name: NVIDIA GeForce NOW

Developer: NVIDIA Corporation

Price: FREE

Recommendation: Reject

Version: 1.0.0

Notes: 4.2.7, NVIDIA. Cloud gaming platform. Users stream games remotely from NVIDIA cloud. Does not mirror from user's personal computer. Has game store & game purchasing features. Coming soon to Android.

Screenshots of app in use:

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App Icon:

<91039792f38834e4c426d41fa373ed7f054538

Bundle Display Name (aka: short name):
GeForce NOW

App Description:

Access GeForce NOW from your iOS device.

More information on www.geforcenow.com

Marketing Screenshots:

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